

## Supermarket Snack Food Audit

1a) Auditor initials \_\_\_\_\_

1b) Date of audit \_\_\_\_\_

1c) Time of audit start \_\_\_\_\_

1d) Time of audit finish \_\_\_\_\_

1e) Supermarket chain: \_\_\_\_\_

1f) Consent gained

1g) Supermarket address \_\_\_\_\_



### 3) Supermarket layout audit – length of aisle and end of aisle displays

Please record the product at the front (near register) and back of each aisle, plus aisle length. (multiple items can be recorded)

<b>Aisle Number</b> If aisle is split, renumber as 1a, 1b, 2a, 2b, etc.	<b>Aisle length (m)</b> a) same as previous	<b>Product: Front</b> a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) fruit/veg g) non-snack item h) no end-of-aisle display	<b>Product: Back</b> a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) fruit/veg g) non-snack item h) no end-of-aisle display
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			

If store is non-standard in terms of shape/ setup draw a picture below to help indicate how you measured store size (e.g. total store length x width) and which side of the aisle you considered as the front and the back of store (if the aisles run parallel with the checkouts).

Aisle Number	Aisle length (m) a) same as previous b) last aisle	Product: Front a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) fruit/veg g) non-snack item	Product: Back a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) fruit/veg g) non-snack item
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			

## 4) Shelf space

### 4a) Shelf space audit – soft drinks & mineral/soda water

Note: The following are **not** included in the definition of soft drinks or mineral/soda water for this survey: 1) sports drinks, 2) energy drinks, 3) vitamin water, 4) juices, 5) ciders, 6) cordial, 7) bottled still water

Total aisle length of soft drinks (m): \_\_\_\_\_

Total aisle length of natural mineral and soda water drinks (m): \_\_\_\_\_

### 4b) Shelf space audit – chips

Total aisle length of chips (m) (including multipacks): \_\_\_\_\_

Aisle length of multipack chips only (m): \_\_\_\_\_

### 4c) Shelf space audit – chocolate

Total aisle length of chocolate: \_\_\_\_\_

Total aisle length of confectionery: \_\_\_\_\_

## 5) Cash Register audit

Record the variety of products at each cash register display (multiple items can be recorded)

<b>Cash register display</b>	<b>Product</b> a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) kids toys g) no snack food
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

<b>Cash register display</b>	<b>Product</b> a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) kids toys g) no snack food
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	

<b>Cash register display</b>	<b>Product</b> a) reg soft drink b) diet soft drink c) chips d) chocolate e) confectionery f) kids toys g) no snack food
21	
22	
23	
24	
25	
26	
27	
28	
29	
30	

## Appendix B

Country	Unadjusted mean length (and 95% CI of aisle displays (metres))						Fruit and Vegetables (adjusted for store size)	Total store size
	Chips	Chocolate	Confectionery	Soft drink	Total snack foods	Fruit and Vegetables		
Australia	14.5 (13.1-15.9)	11.2 (10.2-12.1)	5.9 (5.4-6.5)	20.4 (18.2-22.5)	52.0 (47.8-56.1)	100.2 (88.4-111.9)	89.6 (77.8-101.3)	262.2 (238.6-285.7)
Canada	13.3 (10.6-16)	4.6 (2-7.2)	3.4 (2-4.7)	12 (9.7-14.4)	33.3 (26-40.6)	113.7 (90.1-137.4)	116.4 (103.6-129.3)	188.3 (158.8-217.8)
Denmark	8.4 (6.4-10.4)	6.4 (3.9-9)	6.5 (3.9-9)	9.3 (7.8-10.9)	30.7 (25.2-36.1)	27.9 (18.9-37)	41.5 (25.1-57.8)	128.3 (94.7-161.9)
Netherlands	5.7 (4.3-7.1)	2.8 (2.2-3.3)	2.4 (1.8-3)	6.1 (4.8-7.4)	17 (13.5-20.5)	35.1 (27.8-42.4)	57.9 (41.7-74.1)	76.9 (59.3-94.6)
New Zealand	10.1 (7.4-12.9)	3.9 (3.1-4.6)	4.9 (3.7-6)	11.1 (8-14.2)	30 (23.2-36.7)	69.8 (48.6-91.1)	56.1 (34.4-77.8)	279.9 (212.0-347.7)
Sweden	10.2 (6.9-13.5)	7.1 (5.1-9.1)	8.1 (4.5-11.8)	6.7 (4.2-9.1)	32.1 (21.6-42.5)	45.3 (31.4-59.1)	65.1 (48.8-81.4)	93.4 (59.9-126.8)
United Kingdom	16.3 (6.1-26.5)	16.2 (9.8-22.6)	12 (4.5-19.4)	15.1 (5.7-24.5)	59.6 (35-84.1)	56.7 (28.2-85.2)	51.5 (27.5-75.5)	232.0 (39.8-424.2)
United States of America	17 (14.1-19.9)	5 (3.5-6.5)	4 (3.1-4.9)	18 (14.5-21.5)	44 (36.4-51.6)	97.2 (81-113.4)	78.4 (65.5-91.2)	307.8 (212.0-347.7)

## Appendix C

<b>Percentage of checkout displays containing each product (95% CI)</b>					
<b>Country</b>	<b>Chips</b>	<b>Chocolate</b>	<b>Confectionery</b>	<b>Soft drink - regular</b>	<b>Soft drink - diet</b>
Australia	1.9 (0-5.7)	66.9 (61.5-72.2)	3.2 (0.8-5.6)	40.7 (35.5-46.0)	40.3 (34.8-45.7)
Canada	11.6 (6.4-16.9)	69.6 (61.1-78.0)	37.7 (24.8-50.7)	23.1 (15.3-30.8)	23.3 (15.6-31.0)
Denmark	0	50.1 (29.5-70.7)	89.1 (82.3-95.9)	4.2 (0-8.9)	1.9 (0-5.5)
Netherlands	2.0 (0-5.9)	36.5 (22.3-50.7)	20.5 (7.9-33.2)	4.3 (0-9.1)	2.3 (0-5.3)
New Zealand	0	83.0 (71.6-94.4)	87.0 (79.2-94.8)	28.2 (13.6-42.9)	25.5 (14.6-36.3)
Sweden	12.5 (0-25.3)	41.6 (27.8-55.5)	62.3 (50-74.7)	31.4 (17.9-44.9)	17.3 (7.4-27.3)
United Kingdom <sup>1</sup>	n/a	n/a	n/a	n/a	n/a
United States of America	27.5 (18.2-36.9)	76.4 (69.1-83.7)	49.3 (34.9-63.7)	52.5 (41.9-63.0)	49.2 (38.5-59.9)

<sup>1</sup> The total number of checkouts in the UK sample was not recorded and therefore we could not calculate the proportion of checkouts with snack foods within that country



## Appendix D

Percentage of End-of-Aisle displays containing each product (95% CI)									
Country	Chips			Chocolate			Confectionery		
	Front	Back	Total	Front	Back	Total	Front	Back	Total
Australia	5.8 (3.6-7.9)	4.7 (2.6-6.8)	5.2 (3.6-6.9)	12.8 (8.4-17.2)	28.2 (20.1-36.3)	20.5 (15.8-25.2)	2.8 (1.2-4.4)	8.4 (4.8-12.0)	5.6 (3.6-7.6)
Canada	12.9 (9.8-16.1)	15.1 (10.9-19.2)	14.0 (12.0-16.0)	8.9 (4.2-13.5)	5.9 (2.5-9.4)	7.4 (4.2-10.6)	9.1 (4.7-13.4)	7.2 (3.0-11.4)	8.1 (4.5-11.8)
Denmark	1.1 (0-2.7)	5.5 (2.5-8.6)	3.3 (1.8-4.8)	12.5 (6.2-18.8)	4.9 (1.8-8.0)	8.7 (5.4-12.1)	8.3 (2.0-14.6)	5.8 (1.8-9.7)	7.0 (3.9-10.1)
Netherlands	3.2 (0-6.5)	7.0 (1.9-12.1)	5.1 (2.1-8.1)	4.1 (0.9-7.3)	1.6 (0-3.4)	2.9 (1.1-4.6)	1.3 (0-3.7)	0	0.6 (0-1.9)
New Zealand	10.4 (0-21.0)	6.3 (0.3-12.3)	8.4 (0.3-16.4)	9.1 (2.8-15.5)	1.4 (0-3.4)	5.3 (2.3-8.2)	2.9 (-2.8-8.5)	0	1.4 (0-4.2)
Sweden	7.2 (2.3-12.1)	4.4 (1.1-7.7)	5.8 (3.2-8.4)	14.6 (9.7-19.6)	7.2 (1.8-12.6)	10.9 (6.7-15.1)	9.0 (2.3-15.7)	4.2 (1.6-6.7)	6.6 (3.1-10.1)
United Kingdom	8.2 (2.1-14.3)	2.7 (0-5.6)	5.5 (1.9-9.1)	16.5 (5.1-28.0)	14.7 (2.7-26.7)	15.6 (4.3-26.9)	14.9 (4.1-25.7)	16.2 (0-33.5)	15.6 (7.1-24.1)
United States of America	12.1 (8-16.1)	15.7 (11.7-19.7)	13.9 (11.0-16.8)	1.0 (0-2.2)	1.4 (0.4-2.4)	1.2 (0.4-2.1)	0.3 (0-1.0)	0.8 (0-1.7)	0.6 (-0.2-1.3)
Country	Soft drink - regular			Soft drink - diet					
	Front	Back	Total	Front	Back	Total			
Australia	23.0 (20.5-25.4)	7.3 (4.3-10.4)	15.1 (13.0-17.3)	18.9 (16.5-21.4)	3.7 (1.5-6.0)	11.3 (9.5-13.1)			
Canada	4.1 (1.5-6.7)	8.3 (3.6-12.9)	6.2 (3.4-8.9)	3.4 (1.0-5.8)	7.5 (2.8-12.2)	5.4 (2.7-8.2)			
Denmark	2.1 (0-4.2)	4.8 (0.4-9.3)	3.4 (1.1-5.8)	0.6 (0-1.8)	0	0.3 (0-0.9)			
Netherlands	13.5 (7.3-19.7)	8.1 (3.5-12.8)	10.8 (7.6-14.0)	10.3 (5.5-15.1)	8.1 (3.5-12.8)	9.2 (6.5-12)			
New Zealand	8.8 (0-19.8)	5.7 (0-11.9)	7.3 (0-15.4)	6.0 (0.2-11.7)	2.9 (0-6.5)	4.4 (1.4-7.4)			
Sweden	6.8 (2.1-11.5)	9.4 (0-19.9)	8.1 (1.3-14.9)	4.2 (0.4-8.0)	0.4 (0-1.2)	2.3 (0.3-4.3)			
United Kingdom	7.6 (1.1-14.1)	6.2 (0.5-11.9)	6.9 (2.9-10.9)	2.9 (0.5-5.2)	1.0 (0-2.3)	1.9 (0.5-3.4)			
United States of America	9.7 (6.5-13.0)	15.0 (11.1-18.9)	12.4 (9.2-15.6)	9.4 (6.3-12.5)	11.8 (8.5-15.1)	10.6 (7.9-13.2)			